

The Journey to \$2 Million: How Mason Jar Boutique Used CommentSold to Increase Annual Revenue 375%

A CommentSold case study



Sisters Katie and Ashley founded Mason Jar Boutique to help new and working moms feel good, head to toe. To best serve their market, optimize workflow, and lower costs, the retailers adopted live commerce platform, CommentSold.

Challenges



Reduce Marketing Spend

The shop sought to increase profit margins without outrageous ad spend. “We were selling out of inventory, but we weren’t making a lot because we were spending it on marketing,” says Katie. The hope was to enhance customer engagement & promotion in a cost-effective way.



Streamline Operations

As the brand grew, it needed a way to lower labor and shipping fees and reduce third-party integrations. Mason Jar’s main expense was shipping and the shop was juggling several platforms to handle operations. They hoped to transition to a single, easy-to-manage, and cost-effective solution.



Reduce Marketing Spend

The boutique was looking for a way to engage its audience in an authentic and innovative way. They wanted to have more than just a social media presence and hoped to foster a community that trusted their products and brand.

Solutions



Optimized Customer Engagement

Through live sales, Mason Jar Boutique is able to sell products by communicating directly with their shoppers through real-time video instead of relying on static ads to do the work for them. The switch in messaging strategy **lowered the retailer’s marketing spend by more than 80%**. The retailers now create authentic relationships with their followers, which led to 15k new customer acquisitions.



Fully-Integrated Automation Tools

The boutique took advantage of CommentSold’s centralized and fully customizable fulfillment feature to help streamline warehousing and shipping. They now **ship 3x as quickly** with half the staff and lowered shipping costs by 20%.



Customized Communication

CommentSold’s intelligent live selling software informs hosts when particular shoppers join a live sale—like a first-time viewer or top spender. This knowledge creates an opportunity to communicate directly with attendees and reference their unique information. In addition, the ability to showcase inventory on real bodies in real time helps shoppers make informed choices.

Utilizing these personalization features produced a **90% + customer return rate** for the boutique, significantly reducing return rates, and increasing customer satisfaction.

Results

\$2.6M+

annual revenue

90%+

customer return rate

\$30K

lifetime value of top shoppers

80%

reduction in ad spend

Since their launch in 2014, the boutique has increased revenue by nearly 400% year-over-year and boasts three successful brick-and-mortar locations in three different states, plus a massive warehouse to boot.

By implementing support from CommentSold as a supplement to their e-commerce platform Shopify, Mason Jar Boutique was able to lower advertising costs, increase profit margins, streamline backend operations, and create a consistent live selling strategy that allows them to focus on what they love most: connecting with their customers and spending more time with their families.



“Once we got CommentSold life became so much easier”

– Katie Wilson, CEO, Mason Jar Boutique

**Build Authentic Connections
That Lead To Repeat Customers**

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